

**MINUTES  
COMMUNITY DEVELOPMENT REVOLVING LOAN FUND  
LOAN COMMITTEE**

**Wednesday, April 27, 2016  
Room 604, City Hall, 4:30 p.m.**

**ROLL CALL:**

Gary Delveaux	x	Mike Vogel	X
Matt Schueller	x		
Mike Borlee	x		

Others Present: Wendy Townsend, Economic Development; Mark Peotter, Jamie Hemenway-Peotter, Roots on 9<sup>th</sup> LLC

The meeting was called to order by G. Delveaux at 4:30 p.m. All members were present as indicated above.

**1. Approval of minutes from March 15, 2016 meeting.**

A Motion to approve the minutes of the March 15, 2016 meeting of the Revolving Loan Fund Committee made by M. Borlee, seconded by M. Schueller. Motion carried.

**2. Review the status of outstanding loans.**

A Motion was made to receive and place the report on file made by M. Vogel, seconded by M. Schueller. Motion carried.

**3. Review and action on a Revolving Loan Fund loan application from Roots on 9<sup>th</sup> LLC.**

W. Townsend stated Roots on 9<sup>th</sup> LLC is requesting two loans. One loan is for \$35,000 for equipment and a vehicle. The other loan is for \$35,000 for working capital for wages and inventory for their new floral business.

Jamie Hemenway-Peotter has recently purchased Parmentier's Floral on Ninth Street and will be opening her new floral business at this location under the name Roots on 9<sup>th</sup> LLC which is being transformed into a modern edgy botanical experience. Jamie has been working for 13 years in the floral and greenhouse business and is ready to make the move into owning her own business. She is a graduate of E-Hub and has worked with Chuck Brys at SBDC to create her business plan and financial projects. Roots will offer even design and planning, rentals, custom arrangements and edgy accent décor. Roots is unlike anything in the area, pushing the level of design beyond what currently

exists. It will provide outstanding service, unconventional arrangements, and one-of-a-kind bouquets. She will offer classes for gardeners and flower enthusiasts.

A Motion was made to suspend the rules made by M. Borlee, seconded by M. Schueller. Motion carried.

Jamie stated she had been at MayFlower Greenhouse for the past 13-14 years and wanted a change. She enjoys and loves doing cut flowers and Mayflower was not doing cut flowers. She had been busy with weddings on the side and loves it.

Jamie stated that she was trying to start her business right away with it being spring time and Mother's Day that she chose to do a land contract with a balloon payment after three years and could establish the financials for the business at that time.

W. Townsend stated that Jamie will have a 2<sup>nd</sup> mortgage on the home located at 4212 Merrimac Way which has approximately \$61,000 in equity. The City of Green Bay would be securing a working capital loan with their home equity. Jamie has a land contract with the house and business property which consists of 3 lots at Parmentier's Floral. She plans to rent out the house for additional income.

Jamie explained that Parmentier's Floral has one location in Bellevue and another location on Ninth Street which she purchased. Since Parmentier's Floral had two locations, it was impossible to receive accurate financial information on the business. All of the payroll and financials were mixed together among the two locations.

Green Bay Nursery would be their main competition, but they do a lot of trees and shrubs and very few annuals. Wedding floral does cut flowers as well as Schroeder's Floral. Jamie stated she plans to advertise which is part of her business plan. Roots on 9<sup>th</sup> were in the Press Gazette this week and she will do 4 segments with Fox 11 in the morning. She also plans to advertise on the radio, Facebook and the internet.

A motion to return to regular order was made by M. Borlee, seconded by M. Schueller. Motion carried.

After much discussion and the Committee's review of the financial information submitted, a motion was made by M. Borlee, seconded by M. Vogel and unanimously carried to provide a loan to Roots on 9<sup>th</sup> LLC. Under the following terms and conditions:

- The Loan is for \$70,000 used for working capital and equipment.
- The Loan will have a four percent fixed interest rate amortized for a 10 year period.
- The City of Green Bay will have a security agreement and first position lien on all equipment being purchased.

- The City of Green Bay will have second position lien on the equity of the home.
- Create the equivalent of 2 full-time positions, all of which will be made available to low-to-moderate income individuals.
- Personal loan guarantee from all principals at Roots on 9<sup>th</sup> LLC.

#### **4. Adjourn**

There being no further business, a motion to adjourn was made by M. Borlee, seconded by M. Schueller. Motion carried.